



STATE OF RHODE ISLAND
**ENERGY EFFICIENCY &
RESOURCE MANAGEMENT COUNCIL**

Branding and Communications Development

Technical Review Committee Recommendation for Proposal Selection

Date: January 19, 2023

To: The Energy Efficiency and Resource Management Council (EERMC)

From: Technical Review Committee – Harry Oakley, Kurt Teichert, and Peter Gill Case

Subject: EERMC 2022-04 – EERMC Branding and Communications Development

The Review Committee, comprised of Harry Oakley, Kurt Teichert, and Peter Gill Case, members of the Energy Efficiency and Resource Management Council (EERMC), reviewed the two (2) proposals received by the Energy Efficiency and Resource Management Council (EERMC) on October 12, 2022 for the subject EERMC-2022-04 – EERMC Branding and Communications Development. The valuation was based on the following criteria: 1. Overview and Work Plan (35 points), 2. Qualifications and Experience (20 Points), 3. Project Management and Organization (15 points), 4. Cost proposal (30 points), and 5. ISBE proposal (6 points). Interviews were conducted with both vendors to help inform the technical scores.

Based on the review of the proposals submitted, the Review Committee believes that the Advocacy Solutions, LLC proposal offers all the components that this requisition specifies with a reasonable price and ISBE proposal for the Council.

The Review Committee proposes that the EERMC contracts with Advocacy Solutions, LLC for branding and communications services. The contract should be limited to the hourly rates included in the proposal. The Review Committee also encourages the Council to accept the workplan as submitted by Advocacy Solutions, LLC on 10/12/2022 as the basis of the contract, with an updated timeline consistent with the seven-month timeframe suggested in the proposal, set to start upon execution of the contract.

Offeror	Total Score	Maximum Possible
Advocacy Solutions, LLC	97.5	106
KSA Marketing	93.3	106

Thank you,

Harry Oakley, Kurt Teichert, and Peter Gill Case

Proposal Scores

VENDOR	Total Points: Reviewer 1	Total Points: Reviewer 2	Total Points: Reviewer 3	TOT. AVE.
Advocacy Solutions, LLC	102	95.5	95.5	97.5
KSA Marketing	94	94	92	93.3

Notes/Comments:

1. *Advocacy Solutions, LLC:*

- Like the redesign that they completed for the Rhode Island Infrastructure Bank website
- Have a good understanding of State department and council structure and energy topics

2. *KSA Marketing*

- Professional and modern website design
- Clear proposal and organizational chart

	Reviewer 1 Technical & Interview Scores			
VENDOR	Overview & Work Plan – 35 Points	Quals & Experience - 20 points	Project Mngmt & Organization – 15 Points	Total Technical Points - 70 Points
Advocacy Solutions, LLC	33	20	15	68
KSA Marketing	29	15	14	58

	Reviewer 2 Technical & Interview Scores			
VENDOR	Overview & Work Plan – 35 Points	Quals & Experience - 20 points	Project Mngmt & Organization – 15 Points	Total Technical Points - 70 Points
Advocacy Solutions, LLC	30	19	13	62
KSA Marketing	28	17	13	58

	Reviewer 3 Technical & Interview Scores			
VENDOR	Overview & Work Plan – 35 Points	Quals & Experience - 20 points	Project Mngmt & Organization – 15 Points	Total Technical Points - 70 Points
Advocacy Solutions, LLC	30	19	13	62
KSA Marketing	28	16	12	56

VENDOR	Average Total Technical Points - 70 Points – (55 minimum for qualification)	ISBE Points –6 Points -	Cost Points –30 Points -	Average Total – 106 Points -
Advocacy Solutions, LLC	64	4.2	29.3	97.5
KSA Marketing	57.3	6	30	93.3